

05/05/2025

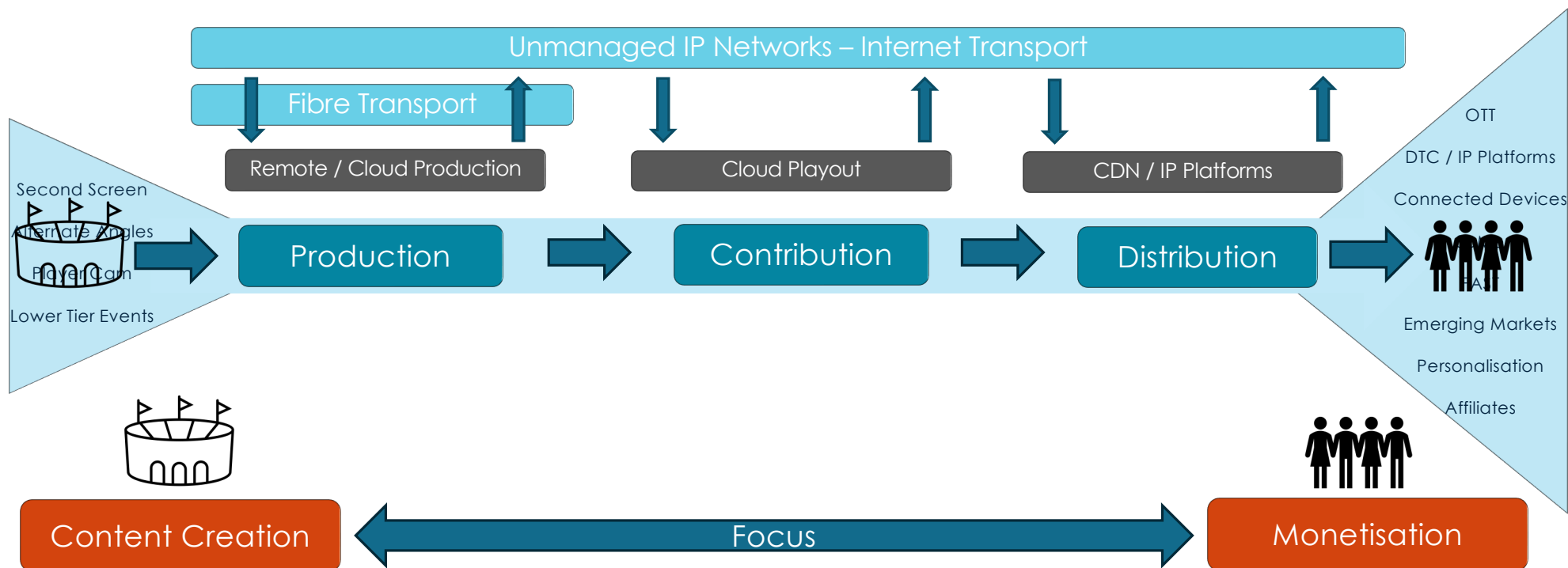


Evolving Sports Transport

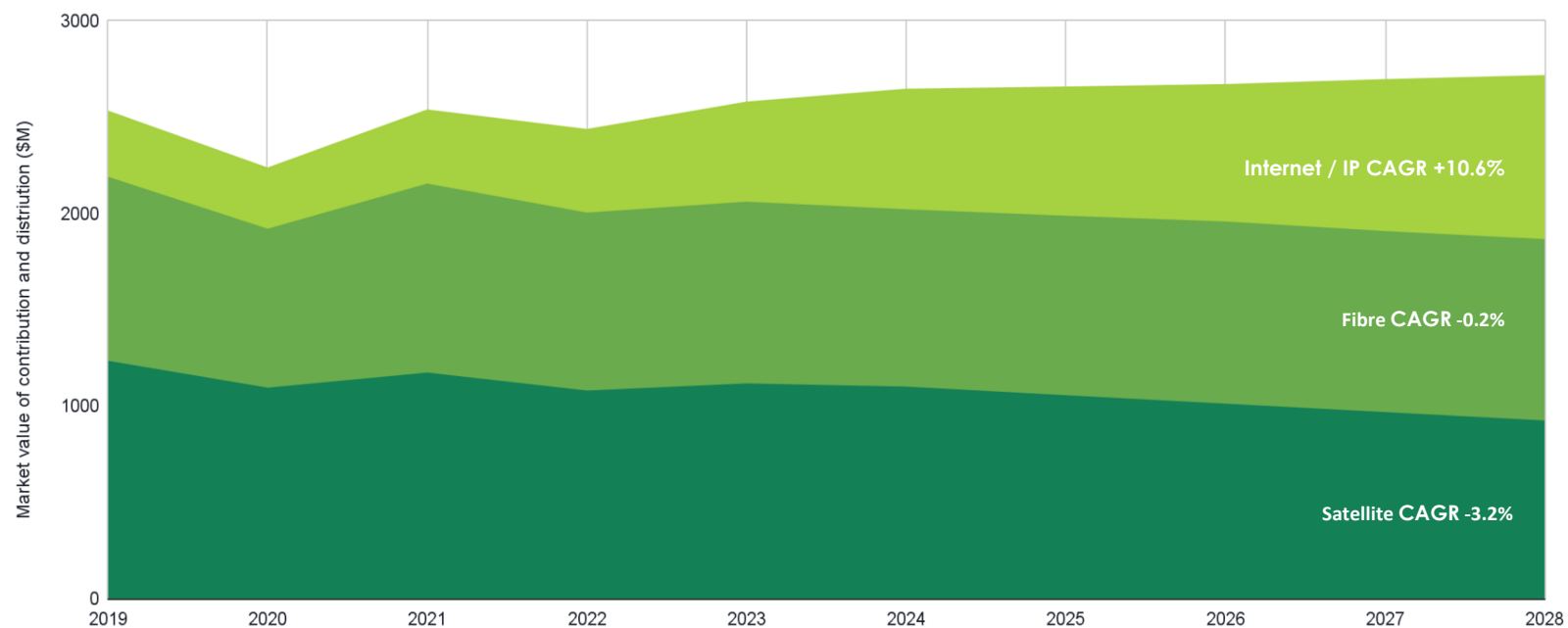
The importance of efficiency

Jonathan Smith – Solution Area Expert – Net Insight

The pressure of doing more for less



The changing way content is moved

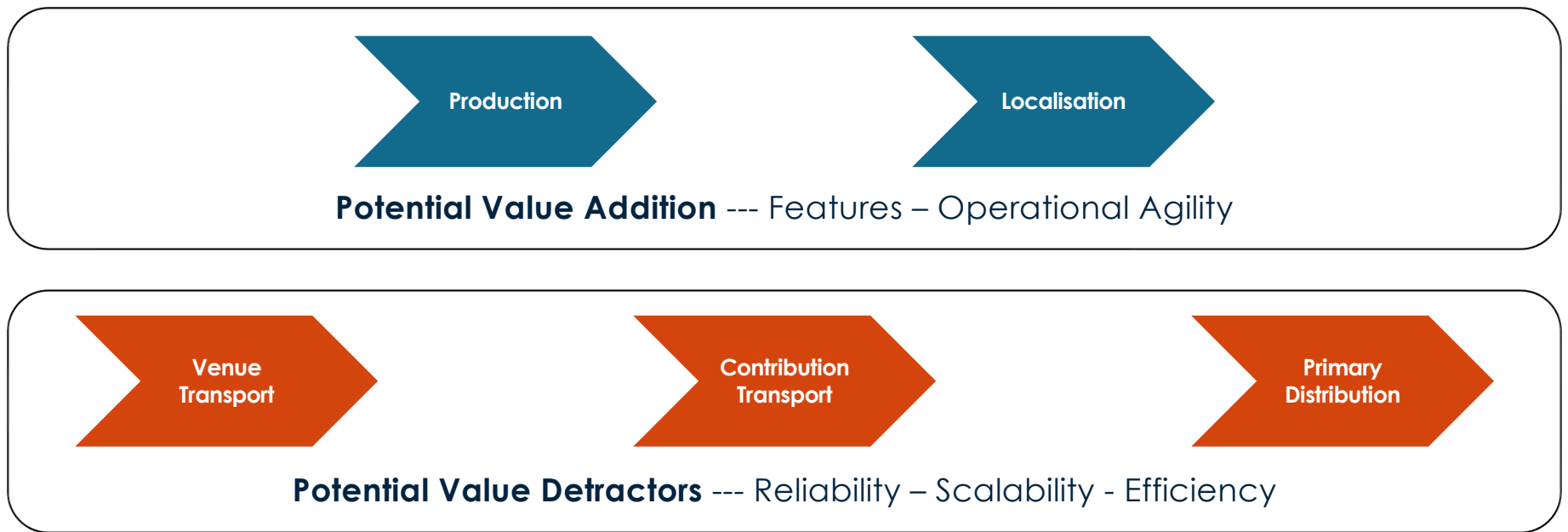


Source: Caretta Research

Our value chain

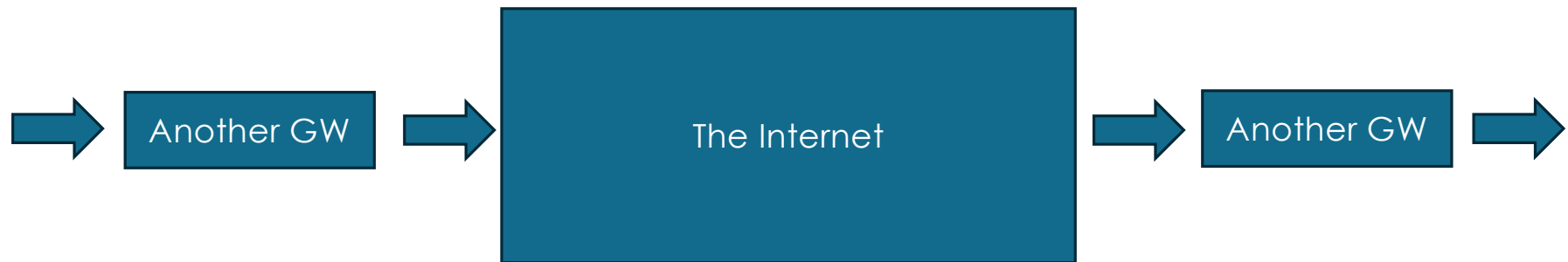


Where is the value for the content?



Reliable Internet Transport – 4 steps to success?

- Pick an ARQ protocol
- Pick a gateway vendor
- Make a connection over the internet
- Bask in the glory of cost-effective media transport

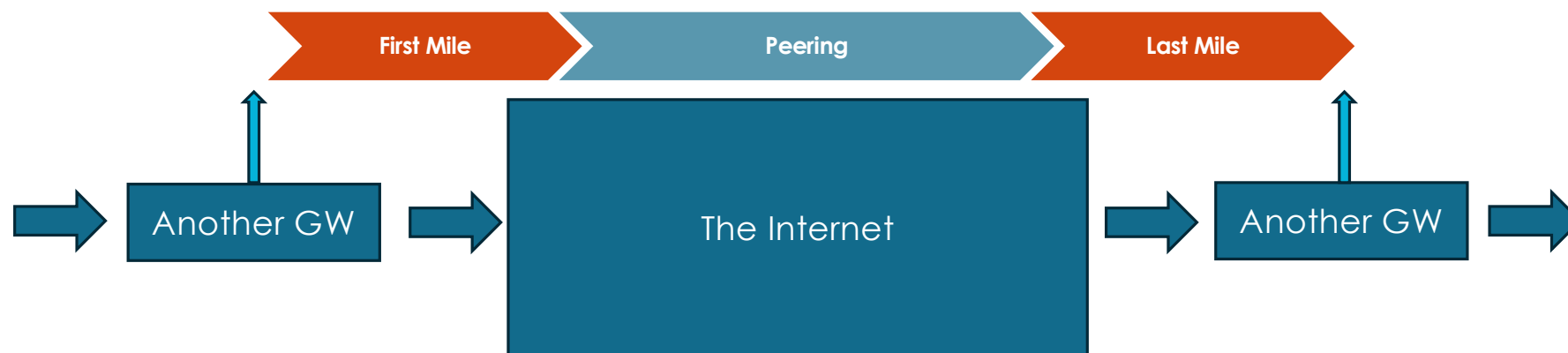


Reliability

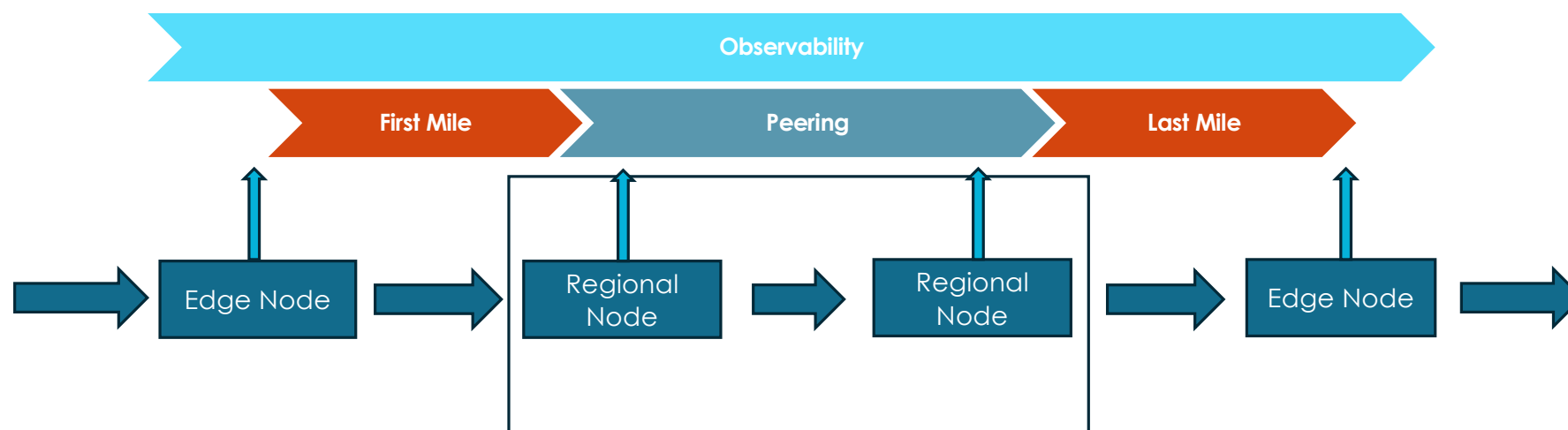
Beyond the transport protocol

Reliable Transport – Poor Observability

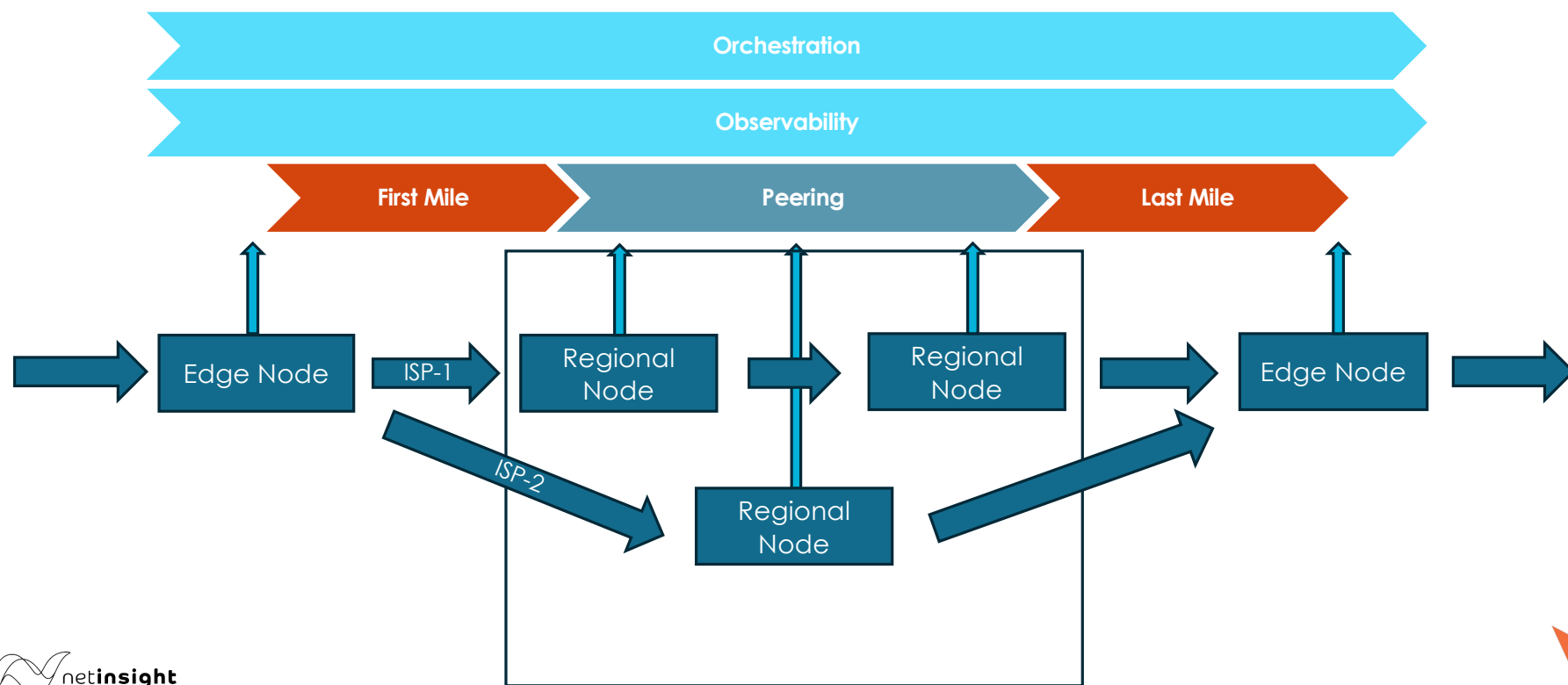
- Binary observation
- Black hole of the internet
- Challenging demarcation of responsibility



Reliable Transport – Importance of Observability



Reliable Transport – Move beyond point-to-point



Efficiency

Not all implementations are created equal

Efficiency – Another 4 steps to success?

- Pick an ARQ protocol
- Grab the example application or library
- Integrate to your core application
- Bask in the glory of rapid transport protocol integration



‘We are not getting very good throughput per node’

‘Great, let me put you through to the sales team’

‘Grumpy customer noises...’

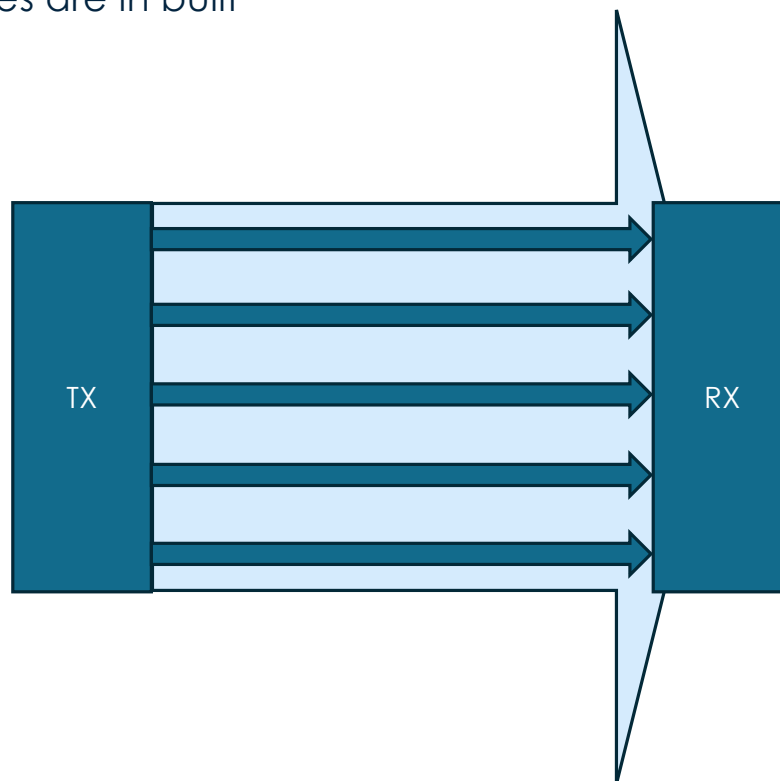
Efficiency – Roll your own

- Some efficiency features are in built
 - Stream Muxing



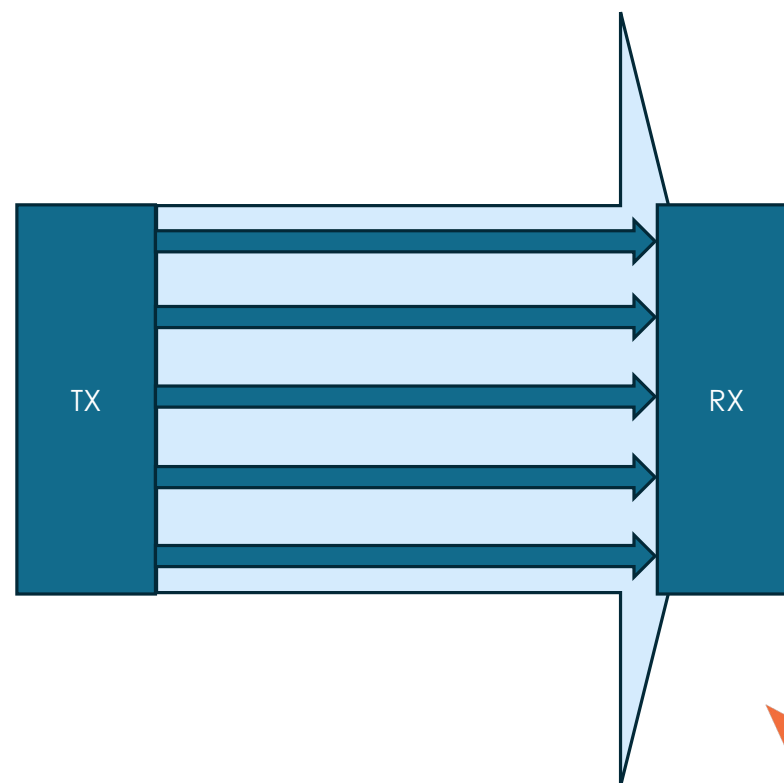
Efficiency – Roll your own

- Some efficiency features are in built
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Efficiency – It's not as simple as it seems

- Resource Utilisation
 - CPUs, threads and load balancing



Efficiency – Strive for constant improvement

- Our RIST Server journey
 - Container based deployment on COTS / Cloud Services
 - Stream muxing
 - Native CPU core load balancing



The impact to our customers

- Reduced instance costs
 - Better utilisation of invested resource
 - Small instances for a given workload
- Better scalability
- Better availability of compute



Transport margins are tight Beyond the boxes and into enterprise software

It's a time to innovate in efficiency

- End to End Orchestration – For improved operability
- End to End Observability – For improved reliability and reactivity
- Champion Efficiency – Above all else this will have the biggest impact
- Seamless Scalability – To meet the change



Thank you

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